

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Kenway Corporation

Maine Manufacturing Extension Partnership

Kenway Receives Funding To Commercialize New Product

Client Profile:

Kenway Corporation fabricates composite pipes, tanks, and panels for industry and engages in some limited marine contracting building yacht hulls. The company's primary customers are paper mills and pharmaceutical plants. Kenway Corporation is 50 years old and has approximately 60 employees.

Situation:

With many paper mills scaling back or closing in Maine and New England, Kenway began to feel a decline in business. Kenway suffered from significant peaks and valleys in cash flow caused by the job shop model work load the company assumed. The company's managers determined that a product or products of which Kenway controlled the distribution should be added to the business. For help identifying an appropriate product match, Kenway contacted the Maine Manufacturing Extension Partnership (Maine MEP), a NIST MEP network affiliate.

Solution:

Over a three-year period, Maine MEP helped Kenway research and analyze current market offerings for a suitable product match. Maine MEP assisted Kenway in accessing a NIST Lab technology for producing double-walled pipe with an interstitial space. Through a small business innovation research (SBIR) search, Maine MEP also located a company which manufactures a fiber optic sensor utilized in the interstitial space to not only detect but also locate leaks. Once the necessary technologies had been identified, Maine MEP helped Kenway secure a \$105,000 grant. The grant, co-funded by the Maine Technology Institute and the Experimental Program for Commercialization of Technology (EPSCoT), earmarked specific funds for this product's development. Maine MEP took this product development through market research and patent protection procedures. Kenway also partnered with an industrial controls company that provides industrial interfacing technology, enabling this unique leak detection system to interface with standard mill data systems such as Prophy Bus, an industrial communications system for computer controlled machines. Maine MEP took a hand in preparing the company to introduce the new product to the market. The organization helped Kenway hire new sales staff, identify several trade shows at which to exhibit (including the Chem Show in New York), and conduct trade show attendance training for company staff. As the company moves forward with the commercialization of its product, it promises to become a significant portion of the business as the Department of

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Environmental Protection and Environmental Protection Agency regulations on ground piping continue to tighten.

Results:

Secured \$105,000 in product development grant funds.

Creating a new product.

Created 2 new sales jobs.

Defined a tactical marketing strategy.

Anticipate \$1 million growth in sales over the next two years.

Testimonial:

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